



Litter in Milwaukee

A history of Milwaukee's
Litter Control Task Force

Litter Control Task Force



- Created in Sept 2000 to:
 1. Assess conditions
 2. Recommend ways to decrease litter
 3. Recommend legislation
 4. Work with Community Based Organizations (CBOs)
 5. Create media campaign

- Report in Oct 2001 included:
 1. Policy issues
 2. Department initiatives
 3. CBO efforts
 4. Media outreach

Litter Control Task Force Recommendations



Policy Issues

1. Establish a litter hotline
2. Raise fine for littering
3. Add anti-litter literature to mailings
4. Require licensed establishments to have garbage cans
5. Adopt-a-Median Program
6. Special pickup fee for bulk items

Litter Control Task Force Recommendations

Department Initiatives

1. DPW Spring Heavy Sweep Program
2. DPW street and ally sweep
3. Neighborhood Spring cleanups
4. Precursor to Clean & Green
5. DPW late Fall special sweep
6. DPW/DNS exterior nuisance abatement
7. Intern Program (various departments)
8. Municipal Court Youth Offender Program

Litter Control Task Force Recommendations

CBO efforts

1. Projects created through CDBG
2. Lead agency was Keep Greater Milwaukee Beautiful
3. KGMB worked with neighborhood CBOs and BIDs
4. CBOs provided schools with awareness literature
5. CBOs and BIDs tasked with cleaning up special areas

Litter Control Task Force Recommendations

Media outreach

1. Create awareness campaign
2. Print, radio, City Channel & TV PSAs
3. CBO literature drops
4. Aldermanic newsletters
5. MPS contest for a slogan
6. Place slogan on DPW/DNS vehicles
7. Place slogan on County bus shelters

Litter Control Task Force Recommendations

Implementation

1. Public Safety Committee tasked with implementation
2. Seasonal progress reports
3. Created a Litter and Sanitation Task Force (CCFN 010244, Oct. 2001)
 - Dissolved in 2004 without a single report (CCFN 040628, Sept. 2004)